Gina Brigette Medranda Duran

SENIOR UX/UI DESIGNER BASED IN PORTUGAL

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WORK EXPERIENCE

BeBold

PRODUCT DESIGN EXPERT | MAY 2024 - CURRENT

- ✳ Conducted UX audits to identify usability issues and recommend user-centered improvements.
- ✳ Delivered comprehensive web design and branding audits to help clients optimize their online presence.
- ✳ Designed client features with a strong focus on UX principles, ensuring functional and user-friendly solutions.

AlphaMap

SENIOR UX/UI DESIGNER | AUGUST 2023 - JUNE 2024

- ✳ Created and validated features with Figma and Maze, ensuring alignment with product requirements through stakeholder feedback.
- ✳ Established a foundational design system using Figma and Notion, incorporating reusable components for streamlined development.

Deskbird

SENIOR UX/UI DESIGNER | MAY 2022 -AUGUST 2023

- ✳ Redesigned the design system using Figma & Notion for improved efficiency and seamless developer hand-offs.
- ✳ Conducted user research via customer calls, usability tests using Maze, and collaborated with cross-functional teams (such as Engineers, Support, etc.) in Jira, Clickup, and Slack.
- ✳ Developed wireframes, user flows, and prototypes in Figma to support core product features with my squad.

Samdock

UX/UI DESIGNER | APRIL 2021 - MAY 2022

- ✳ Collaborated with Product, Engineering, Marketing, and Customer Success to design intuitive CRM features using Figma, to enhance user engagement and functionality.
- ✳ Updated & maintained the design system to improve team efficiency and developer hand-offs.

CORE SKILLS

UX/UI Design & Research

Design Systems

Prototyping & Wireframing

Cross-Functional Collaboration

Branding & Web Design

Illustration

TOOLS

Figma / Adobe / Sketch / Maze / Typeform / Notion / Clickup / Jira / Slack / Teams / Webflow / Framer / Wordpress

EDUCATION

City College of NY
FINE AND STUDIO ARTS
2011-2013

BMCC
A.A.S. MULTIMEDIA ART & DESIGN
2009-2011

Designlab
UX/UI DESIGN
2020

Memorisely
DESIGN SYSTEMS
2022